

# Reuben Cherian

Product/UX Designer

cherian.reuben@gmail.com

+917057371288

www.reubencherian.com

 [www.behance.net/cherianreu4212](https://www.behance.net/cherianreu4212)

 [www.linkedin.com/in/reuben-cherian-013169132/](https://www.linkedin.com/in/reuben-cherian-013169132/)

 [www.dribbble.com/Reuben-C](https://www.dribbble.com/Reuben-C)

## Experience

### SAP | UX Design Specialist, BTP

Dec 2022 - Present, Bangalore, India

- Handled the user research, design and testing of two applications concurrently in the SAP Integration Suite
- Created wireframes, mock-ups, high-fidelity prototypes and did early user testing for the applications. Worked along with different stakeholders to productise the solution, resulting in an increased customer adoption for both the applications.
- Cross-Functional collaboration with Project Managers, Product Owners and Engineers to review and maintain design consistency.
- Facilitated international team coordination, ensuring clear communication of product design strategies and best practice adherence.
- Maintained and contributed to the updation of the design systems and libraries.
- Influenced product design strategy to the leadership team.

### SAP | UX Design Associate, Cloud Platform

May 2020 - Dec 2022, Bangalore, India

- Led the redesign of cloud platform integration editor tool which has more than 10000 customers globally.
- Conducted competitor analysis to study the current industry trends and derived insights to improve the editor tool, which resulted in an increase in the user experience and customer adoption.
- Created interactions, wireframes, high-fidelity prototypes to communicate design concepts and persuade key stakeholders.
- Assisted other senior designers with their projects.

### SAP | UX Design Scholar, CRM Sales Team

July 2018 - May 2020, Bangalore, India

- Got selected for a scholarship program with SAP, where I was given the opportunity to pursue my Masters Program while working with SAP.
- Supported Senior Designers across a wide range of research as well as UX redesign projects in the Sales CRM sector.

### Hatsu Lighting Studio | Industrial Product Design Intern

Dec 2017 - April 2018, Mumbai, India

Sketch, Ideate and build prototypes for a series of home decor lighting designs for the studio collectives.

### SECMOL School | Volunteer

Jan 2017 - Feb 2017, Ladakh, India

Conducted a design workshop for disadvantaged students attending SECMOL to educate and create awareness about the field of design.

## Education

### Srishti Institute of Art Design & Technology

Postgraduation in Experience Design, Bangalore, India

2018 - 2020

### MIT Institute of Design

Undergraduation in Industrial Product Design, Pune, India

2014 - 2018

## Expertise

Prototyping

Wireframing

Interaction Design

Usability Testing

User Research

Data-driven decision making

## Tools

Sketch

Figma

Adobe Suite (XD,Ps,id,Ai)

Fusion 360

Proto Pie

## Portfolio Link

<https://reubencherian.com>

NOTE: Comapny projects are password protected to maintain privacy, please reach out to me for access.